LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD #221-81 - REQ # M-91642 "You Bet II" Page 4/C (9 3/4 x 11¼ inches) Supplements, 1986
Printed in U.S.A.

New...Players Lights 25's

$1.50 less a carton? You bet.

The Super Saver Carton.
Priced $1.50 less a carton than regular brands.

Kings & 100's
Also available in Menthol.

*MSRP's suggested retail price is $1.50 less than full-price brands.

Count 'em.
200
of the finest
for $1.50 less a carton.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 10 mg "tar," 0.8 mg nicotine —
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

Source: https://www.industrydocuments.ucsf.edu/docs/xlkn0003
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